

**GOVERNMENT OF TELANGANA
ABSTRACT**

Telangana - Tourism Promotion – Release of Advertisement on promotion of Telangana Tourism to the readers of Hyderabad Times, World Tourism Day special 27-09-2015, through M/s. Akshara Advertising Ltd., Hyderabad – Publication Charges – Sanction and release an amount of Rs.2,87,676/- (Rupees Two Lakhs Eighty Seven Thousand Six Hundred Seventy Six only) including taxes - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 734

Dated: 31-12-2015

Read the following:

1. From M/s. Optimal Media Solutions - Times Group Company, New Delhi,
Dated:14-09-2015.
2. Govt.Lr.No.3074/PMU/PRO/2015, of YAT & C (PMU) Department, Dt.21-09-2015.
3. Bill No. S/077/15, of M/s. Akshara Advertising Ltd, Hyderabad, Dated:29-09-2015.

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ORDER:

1. In the reference 1st cited above, M/s. Optimal Media Solutions - Times Group Company, New Delhi has requested to release an advertisement on promotion of Telangana Tourism to the readers of Hyderabad Times, World Tourism Day special 27-09-2015. Accordingly, Government have issued a work order to M/s. Akshara Advertising Ltd., Hyderabad, an empanelled agency with the department, for an amount of Rs.2,87,676/- (Rupees Two Lakhs Eighty Seven Thousand Six Hundred Seventy Six only) including taxes for publication of Telangana Tourism promotion advertisement in readers of Hyderabad Times, vide reference 2nd read above.

2. In the reference 3rd read above, M/s. Akshara Advertising Ltd., Hyderabad, has furnished a bill for an amount of Rs.2,87,676/- (Rupees Two Lakhs Eighty Seven Thousand Six Hundred Seventy Six only) including taxes, towards publication of full page (colour) Telangana Tourism Promotion advertisement in readers of Hyderabad Times, World Tourism Day special 27-09-2015 and requested for the payment.

3. The Government, after careful examination of the matter hereby accord sanction and release for an amount of Rs.2,87,676/- (Rupees Two Lakhs Eighty Seven Thousand Six Hundred Seventy Six only) including taxes, towards release of an advertisement in readers of Hyderabad Times, World Tourism Day special 27-09-2015, through M/s. Akshara Advertising Ltd., Hyderabad.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (13) – Miscellaneous expenditure – 500 – Other Charges - 503 - Other Expenditure”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s. Akshara Advertising Ltd, Hyderabad. The details of Bank account is as follows:-

Account Name : M/s. Akshara Advertising Ltd., Hyderabad
Account No :910020047482542
Name of the Bank: Axis Bank Ltd., Universal Insurance Bld. Gr Floor, Sir P.M. Road,
Fort, Mumbai – 400001.
IFSC Code :UTIB00000004
PAN NO. :AAHCA2048Q

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**B.VENKATESHAM
SECRETARY TO GOVERNMENT**

To
M/s. Akshara Advertising Ltd, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER